

MINUTES OF THE
FREMONT ECONOMIC DEVELOPMENT ADVISORY COMMISSION (EDAC)
THURSDAY, January 13, 2011, 8:00 A.M. – 9:30 A.M.
ARDENWOOD CONFERENCE ROOM
3300 CAPITOL AVENUE, BUILDING A

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1. **CALL TO ORDER** The meeting was called to order at 8:03 a.m.

2. **ROLL CALL**

Commissioners Present: Moore for Bonior, Luk for Chang, Cox, Dickstein, Dutra, Lee, Kraus, and Tran

Commissioners Absent: None

Staff Present: Lori Taylor, Economic Development Director
Kim Marshall, Executive Assistant
Brian Millar, Project Manager

Director Taylor thanked Commissioner Dutra for serving as the Chair for 2010. Commissioner Dutra nominated Tim Tran as Vice Chair with a second by Commissioner Lee, all ayes.

3. **APPROVAL OF MINUTES**

The regular minutes of November 4, 2010 were approved. MSC Cox/Dutra, all ayes.

4. **PUBLIC COMMUNICATIONS**

Director Taylor noted that Commissioner Cox was appointed by the United States Commerce Secretary to the Industry Trade Advisory Council.

5. **COMMISSIONER/STAFF REPORT ON SECTORS**

Industrial

Director Taylor stated that Solaria moved to a larger location in Ardenwood, doubling their size. Western

Digital's expansion is going well. Tesla is getting ready to move into the Tesla Factory. At the International City Manager's Association (ICMA) Conference, the City of Fremont was highlighted in a video promoting clean tech and emerging industries. The video, which is being shown on the City's cable access channel and on the website, will also be accompanied by a clean tech brochure which will be ready by the end of January.

Commissioner Cox discussed a recent White House Summit she attended and the various initiatives to reach out to small businesses. The focus of the summit was on cyber security.

Retail

Director Taylor advised that Any Mountain has opened in Pacific Commons. Target has applied for building permits and hopes to begin construction in late spring. Nordstrom Rack will open in March.

Chamber of Commerce/Business Associations

Alternate Commissioner Moore talked about the Career and Community Resource Fair that will be held on February 25, 8:30 a.m. – 12:30 p.m. at the Fremont Adult School. The event will include workshops, resume review, and vendor booths and is designed to provide skills and services to job seekers.

Labor & Employment/Education

Director Taylor talked about the Governor's proposed elimination of Redevelopment programs in the California budget. We are not sure of the impact it will have on programs at this time, however, cities throughout the state are raising concerns about the potential loss of these important funds for local economic development efforts and programs.

6. COMMISSIONER/STAFF REPORT ON CORPORATE SITE VISITS

None.

7. COMMISSIONER/STAFF REPORT ON EDAB, JVS, OTHER MEETINGS

The East Bay EDA is a two-county, multi-city regional economic development partnership that works on positive policy changes and creates regional marketing materials and efforts. The organization celebrated its 20th Anniversary.

The State of the City will be held on Wednesday, March 30 at 11:30 a.m. at the Fremont Marriott.

The ICSC Alliance Event will be held February 10 in San Ramon. The Joint Venture Silicon Valley will host the State of the Valley event on February 18 in San Jose.

8. SCHEDULED ITEMS

8.1 South Fremont/Warm Springs Area Studies

Project Manager Millar shared that the U.S. Department of Commerce awarded an EDA Grant for several studies relating to the 850 acres surrounding the future Warm Springs BART and the former NUMMI site. The four studies include ED/Marketing, Land Use Alternatives, Infrastructure, and Fiscal Analysis. The consulting firm Perkins & Will is leading a team of specialized consultants.

Outreach efforts include workshops, community survey, community meetings, monthly City Council meetings, business outreach, and an expert panel.

The goals and objectives look at the following: community and quality of life, connections, economic sustainability, environmental sustainability, BART Station (key element), and job retention and creation.

The Land Use Concepts include commercial/industrial (general), commercial/high tech, and commercial/residential.

Director Taylor shared that Union Pacific has purchased 2 sites – vacant land north and south of the Tesla plant. This key purchase will likely have impacts on the potential development of the area and staff will be working to determine how to best complete the studies to ensure the revitalization of the area.

9. FUTURE AGENDA ITEMS

10. ADJOURNMENT The meeting was adjourned at 9:30 a.m.